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HERE'S THE COTTON

THE WINNERS USE



1948 Prize Winning Yields With **1st** IN NORTH CAROLINA



YOUNG WAR VETERAN WINS IN NORTH CAROLINA—Walter Bender (left) of Route 2, Norlina, N. C., winner in the 1948 North Carolina 5-acre cotton contest, receiving his \$800 check for first prize money from Dr. D. S. Weaver, Assistant Director of Extension.

This 25-year-old Warren County farmer used Coker 100 Cotton to produce 7150 pounds of lint on 5 acres, with an average staple length of $1\frac{1}{16}$ " to win out over 450 other farmers who competed for prize money in the 1948 contest.

Here's Mr. Bender's statement:

"Your Coker 100 Cotton has been grown on our farm for the past fifteen years, and we have found it to be very satisfactory in all respects. This past season my five-acre plot averaged 1430 pounds of lint per acre with a staple of $1\frac{1}{16}$ ".

"I plan to plant my entire crop in Coker 100 again this year. In the past we have grown other varieties but since changing to Coker 100 we have been very pleased and have not seen any reason to change varieties."

Norlina, N. C.
Feb. 10, 1949

Walter J. Bender

COKER 100 WILT

1st IN SOUTH CAROLINA



ORANGEBURG COUNTY FARMER TAKES TOP PRIZE MONEY IN SOUTH CAROLINA—Here is Mr. J. L. O'Cain of Orangeburg, South Carolina, receiving first prize money of \$750 from Orangeburg County Senator, T. B. Bryant.

Mr. O'Cain produced 7250 pounds of lint cotton on his 5-acre plot or an average of 1450 pounds of lint, or almost 3 bales per acre. Mr. O'Cain has been planting Coker 100 Wilt since it was first introduced in 1942, and has this to say about our cotton:

"I have been planting Coker 100 Wilt since you first introduced this variety and it has proved to be the best cotton I have ever planted. This season I plan to use Coker 100 Wilt again for my entire crop. Your cotton produces a good staple, high gin turnout, and is very easy to pick.

"In the past, I have grown several other varieties of cotton, but my experience with your 100 Wilt has been the most satisfactory in all respects."

Orangeburg, S. C.
Feb. 7, 1949

J. L. O'Cain

RESISTANT COTTON

1st IN GEORGIA



URNS CHECK OVER TO HIS WIFE—J. W. Trunnelle of Cochran, Bleckley County, Georgia, has just received his check for \$500 for winning first state prize in the 1948 Georgia 5-acre cotton contest. As any good husband should do, he is turning this check over to Mrs. Trunnelle.

Mr. Trunnelle's yield of 16,912 pounds seed cotton on 5 acres or 2.66 bales per acre made him Georgia's champion grower for 1948.

Here's what he says about our cotton:

"I have been using Coker's cotton seed for the past fifteen years, and I like it better than any variety of seed that I have ever used or planted. I might add further that at various times I have tried the many other varieties, more or less as a test to your Coker's that I always plant, and I have not found any variety, in my opinion, that will equal the Coker's seed in production and the other desirable characteristics of cotton. . ."

Cochran, Georgia
Jan. 15, 1949

1946 WINNERS



3 1/2 BALES PER ACRE—ALL TIME RECORD?
J. Harvey Neely of Smith's Turnout, S. C., winner of the 1946 S. C. 5-Acre Cotton Contest. Mr. Neely averaged 1655 lbs. of lint cotton to the acre (3 1/2 bales) with Coker 100 cotton. This is the highest yield ever recorded in South Carolina. Can anyone beat it?

SOUTH CAROLINA

SOUTH CAROLINA PRIZE WINNERS IN 1946

State Winners—First Prize, \$750.00—J. Harvey Neely, Smith's Turnout, Chester County; 8275 pounds of lint; Coker 100, St. 8; staple 1 1/8 inches. Second Prize, \$275.00—R. E. Williams, Estill, Hampton County; 5540 pounds of lint; Coker 100 W. R., St. 5; staple 1 1/16 inches. Upper District—First Prize, \$200.00—W. M. Wooten, Rt. 4, Chester, Chester County; 5595 pounds of lint; Coker 100 W. R., St. 5; staple 1 1/16 inches. Second prize, \$125.00—Joe Wylie, Rt. 2, Richburg, Chester County; 5285 pounds of lint; Coker 100 W. R., St. 5; staple 1 3/32 inches. Middle District—First Prize, \$200.00—J. M. Moss, Cameron, Calhoun County; 5500 pounds of lint; Coker 100, St. 7; staple 1 1/16 inches. Second Prize, \$125.00—Albert Dority, Timmonsville, Florence County; 5200 pounds of lint; Coker 100; staple 1 1/16 inches. Lower District—First Prize, \$200.00—George Cogburn, Bamberg, Bamberg County; 4905 pounds of lint; Coker 100 W. R., St. 4; staple 1 1/16 inches. Second Prize, \$125.00—W. F. Barnes, Brunson, Allendale County; 4680 pounds of lint; Coker 4 in 1; staple 1 1/16 inches.

NORTH CAROLINA

1946 Winners in the North Carolina 5-acre Cotton Production and Quality Contest

Contestant	County	Pounds Lint Cotton Per Acre	Pounds Lint Cotton 5 Acres	Variety
T. F. Moore	Mecklenburg	1434	7170	Coker 100, St. 8
E. P. Sauls	Wake	1374	6870	Coker 100 W. R., St. 5
John Summey	Rutherford	1342	6710	Coker 100, St. 7
Espy Westmoreland	Mecklenburg	1286	6430	Coker 100, St. 7
C. J. Goodman	Cabarrus	1244	6220	Coker 100
J. J. Sanders	Johnston	1170	5850	Coker 100 W. R., St. 4
H. B. Ashley	Robeson	1140	5700	Coker 100 W. R., St. 2
Jasper Edge	Cumberland	1015	5075	Coker 100 W. R., St. 2
C. S. Bunn	Nash	1139	5696	Coker 100 W. R., St. 4
Leonard J. Killian	Warren	1100	5500	Coker 100, St. 6
Willie Herbert	Halifax	1051	5255	Coker 200, St. 5

NO GEORGIA COTTON CONTEST IN 1946

Reprinted from the 1948 Cotton Contest Circular No. 325 published by Clemson Agricultural College Extension Service. All varieties grown in S. C. 5-Acre Cotton Contest in the past seven years are included in Table 5 showing the outstanding ones as to yield, boll size, percentage of lint, etc. Table 5—Summary of Varieties for 1942-48 Inclusive.

Variety	No. of 5-Acre Plots	Bolls Per Plant	Average Length Staple	Percent Lint	7 Year Av. Yield per Acre
Coker 100 W. R.	2434	75	1 1/16	37.3	688
Coker 100**	679	75	1 1/16	37.7	652
Coker's 4 in 1**	201	77	1 1/16	35.7	638
Marets White Gold	90	71	1 1/16	36.4	643
Delta Pine Land	109	81	1 1/16	39.3	628
Wannamaker's Stonewilt*	16	76	1 1/8	38.3	627

*The figures shown for Stonewilt variety are for only 2 years.
**There were no contest fields planted to Coker 100 and 4 in 1 in 1948.

1947 WINNERS

NORTH CAROLINA

1947 Prize Winners N. C. 5-Acre Cotton Contest

Name	County	Lbs. Lint Cotton on 5 Acres	Variety Used
H. E. Bonds	Cabarrus	6995	Coker 100 W. R.
Leonard Killian	Warren	6690	Coker 100, St. 6
B. F. Baxter	Lincoln	6785	Coker 100 W.
V. E. Davis	Cabarrus	5635	Coker 100 W., St. 5
Richard Barber	Rowan	5615	Coker 100
Dwight Rowland	Wake	5890	Coker 100 W., St. 5
Elmore Locklear	Robeson	5750	Coker 100 W. R.
Mrs. Nolie McKenzie	Scotland	5435	Coker 100 W. R.
W. J. Hecht	Warren	5625	Coker 100, St. 9
J. Henry Vaughn	Nash	5520	Coker 100 W. R.
Ira Johnson	Nash	5495	Coker 100



1947 NORTH CAROLINA COTTON CHAMP—H. E. Bonds, Route 1, Concord, N. C., whose yield of 1299 lbs. lint per acre won First State Prize in North Carolina last year, says: "I have tested Coker 100 W. R. with other varieties and found that it is the earliest, fastest fruiting and most productive of any..."

SOUTH CAROLINA

1947 PRIZE WINNERS SOUTH CAROLINA 5-ACRE COTTON CONTEST

Name	County	Pounds Lint Cotton on 5 Acres	Variety Used
Peter Wiles	Calhoun	6120	Coker 100 W. R.
J. N. Smith	Edgefield	6040	Coker 100 W. R.
C. L. Ruff	Newberry	5715	Coker 100 W. R.
D. L. Bedenbaugh	Newberry	5450	Coker 100 W. R.
M. K. Huggins	Dillon	5995	Coker 100 W. R.
Franklin Perry	Edgefield	5395	Coker 100 W. R.
Boyd Atkinson	Marion	5115	Coker 100 W. R.
Henry Blanding	Clarendon	4625	Coker 100 W. R.

GEORGIA

1947 PRIZE WINNERS GEORGIA 5-ACRE COTTON CONTEST

Name	County	Pounds Seed Cotton on 5 Acres	Variety Used
John F. Hayes	Terrell	16,297	Coker 100 Wilt
Sam E. Thomason	Gwinnett	14,260	Coker 100 Wilt
W. B. Francis	Washington	13,009	Coker 100 Wilt
D. W. Copeland	Washington	12,991	Coker 100 Wilt
C. R. Josey	Washington	12,536	Coker 100 Wilt
Emory E. Jackson	Lamar	11,985	Coker 100 Wilt
W. A. Meadows	Bleckley	11,626	Coker 100 Wilt
R. P. Stripling	Cook	11,400	Coker 100 Wilt
James A. Smith	Ben Hill	11,250	Coker 100 Wilt
Larry Staples	Carroll	11,085	Coker 100 Wilt
W. H. Smith	Bulloch	10,870	Coker 100 Wilt
L. P. Joyner	Bulloch	10,441	Coker 100 Wilt
Jim H. Strickland	Bulloch	10,223	Coker 100 Wilt
B. S. Miller	Marion	10,407	Coker 100 Wilt
R. F. Calhoun	Dooly	10,040	Stonewilt 2B
W. B. Young	Chattooga	10,000	D. P. L.
C. J. Hutchins	Barrow	9,900	Empire
Walter Perry	Barrow	9,850	Coker 100 Wilt



GEORGIA—J. F. Hayes, Sasser, Terrell County, shown in his field of Coker 100 W. R. cotton which took top prize money in the 1947 Georgia Contest. His yield was 16,297 lbs. seed cotton on the 5 acres or 3.6 bales lint per acre. Mr. Hayes says: "I have grown several varieties of cotton but have found COKER 100 WILT best variety I have ever grown. It is a high yielding wilt resistant variety with good staple length. My experience with this cotton has been entirely satisfactory."

1948 STATE AND DISTRICT PRIZE WINNERS

NORTH CAROLINA



LEFT TO RIGHT: C. E. Cotton, Halifax County; Sam Fulbright, Catawba; Charles H. Smith, Halifax; Charles Beam, Cleveland; Jenson Tippet, Wake; Joe Tippet, Wake; Mrs. W. N. McKenzie, Scotland; W. B. Petty, Cleveland; Walter Bender, Warren; George Garner, Halifax; R. Hunter Pope, Halifax.

WINNERS IN NORTH CAROLINA FIVE ACRE COTTON CONTEST 1948

Contestant	County	Pounds Lint Cotton on 5 Acres	Variety Used
Walter Bender	Warren	7150	Coker 100 W. R.
R. Hunter Pope	Halifax	6860	Coker 100 W. R.
Charles Beam	Cleveland	6650	Coker 100 W. R.
W. B. Petty	Catawba	6560	Coker 100 W. R.
Sam Fulbright	Wake	6335	Coker 100, St. 8
Germon Tippet	Wake	6240	Coker 100 W. R.
Mrs. Nolie McKenzie	Scotland	5960	Coker 100 W. R.
Joe Tippet	Wake	5950	Coker 100 W. R.
George Garner	Halifax	6690	Coker 100 W. R.
C. E. Cotton	Halifax	6565	Coker 100 W. R.
Charles H. Smith	Halifax	6435	Coker 100 W. R.

SOUTH CAROLINA



FRONT ROW—First Prize Upper District, T. Smith, Pageland; First Prize Middle District, G. D. Raul, Cameron; First Prize Lower District, J. H. Lightsey, Benson. BACK ROW—State winner J. L. O' Cain, Orangeburg; Second Prize Upper District, J. F. McLaurin, Bennettsville; Second Prize Lower District, L. R. Anthony, Hartsville; Second Prize Middle District, D. Bowers, Luray; State Second Prize, L. R. Collier, Orangeburg.

1948 PRIZE WINNERS S. C. 5-ACRE COTTON CONTEST

Name	County	Pounds Lint Cotton on 5 Acres	Variety Used
J. L. O' Cain	Orangeburg	7250	Coker 100 W. R.
L. R. Collier	Orangeburg	6430	Coker 100 W. R.
Tom Smith	Chesterfield	5715	Coker 100 W. R.
J. F. McLaurin	Marlboro	5495	Coker 100 W. R.
G. D. Raul	Calhoun	5930	Coker 100 W. R.
L. E. Anthony	Darlington	5550	Coker 100 W. R.
J. H. Lightsey	Hampton	5495	Coker 100 W. R.
Det Bowers	Hampton	5380	Coker 100 W. R.

1948

GEORGIA



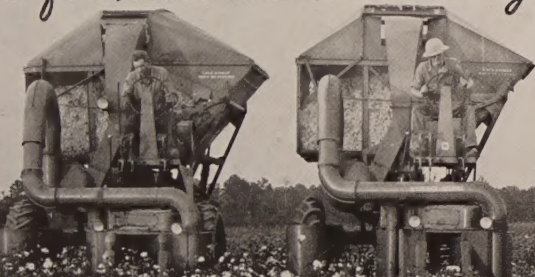
These are Georgia's champion cotton growers for 1948—State and District winners in the recently completed statewide 5 acre cotton contest. Here are their names, addresses, pounds of seed cotton produced on 5 acres and the variety of cotton used. Numbers refer to position in picture.

The State winner: J. W. Trunnelle (10), Cochran, 16,912 lbs. Coker 100 Wilt. North Georgia District: First Prize—Frank Keith (14), Ooltowah, Tenn., 14,924 lbs. Stonewilt 2B. Second Prize—J. B. Nix (2), Fairmont, 13,564 lbs. Empire. Third Prize—Ira England (8), Calhoun, 13,356 lbs. Empire. Northeast Georgia District: First Prize—James E. White (1), Hartwell, 13,983 lbs. Coker 100 Wilt. Second Prize—M. C. Beggs (13), Canon, 13,111 lbs. Coker 100 Wilt. Third Prize—Roy Floyd (not in picture), Danielsville, 12,657 lbs. Coker 100 Wilt. Northwest Georgia District: First Prize—W. F. Eckles (11), Waco, 13,032 lbs. Stonewilt 2B. Second Prize—G. W. Chamlee (4), Ellenwood, 12,780 lbs. Coker 100 Wilt. Third Prize—Claude C. Ingraham (12), Roswell, 11,408 lbs. Coker 100 Wilt. Southwest Georgia District: First Prize—C. A. Vinson (7), Fort

Valley, 10,774 lbs. Coker 100 Wilt. Second Prize—B. A. Lee (19), Andersonville, 10,377 lbs. D. & P. L. 14. Third Prize—Jones W. Snider, Jr. (18), Ellaville, 10,098 lbs. Coker 100 Wilt. South Central Georgia District: First Prize—T. M. Durham (15), Dry Branch, 12,511 lbs. Coker 100 Wilt. Second Prize—O. L. Dorminy (not in picture), Poulan, 11,837 lbs. D. & P. L. Third Prize—James Griffin (9), Barney, 10,733 lbs. D. & P. L. Southeast Georgia District: First Prize—Lloyd Sommers (8), Ogeechee, 11,144 lbs. D. & P. L. Second Prize—W. H. Smith, Jr. (16), Statesboro, 10,512 lbs. Coker 100 Wilt. Third Prize—Cluise Smith (17), Statesboro, 10,463 lbs. Coker 100 Wilt. Also in the picture are J. R. Pressley (5) and L. J. Skinner (9) of the Georgia Extension Service, who assisted in conducting the contest.

HERE'S THE COTTON THAT DID IT

Excellent for Machine Harvesting



COKER 100 WILT RESISTANT

1948 REGISTERED BREEDER FOUNDATION STQCK

A widely adapted 1 1/16" variety combining a high degree of resistance to Fusarium wilt, excellent picking qualities for hand or machine, extra earliness, high yield and superior spinning quality.

THE REASON BACK OF THE RECORD—There's a reason back of the remarkable record which our Coker 100 Wilt Resistant cotton has made wherever it has been planted in cotton production contests, and that reason is the quality and performance which has been bred into this cotton by 17 years of extensive selection and testing of many thousands of individual plants on both wilt and non-wilt infested soils. Improvement has been made on the basis of wilt resistance, staple, picking quality, storm resistance, fiber strength, spinning quality and most important of all, yielding ability, for no matter how good a cotton is in all other qualities it is of little value to the farmer who plants it unless it has the ability to "make cotton."

EASY PICKING BY HAND OR MACHINE—This cotton not only begins to open early, but has a tendency to complete its opening early and this, plus its large and fluffy locks and wide opening of the bolls, makes it a most desirable cotton for mechanical harvesting or hand picking. With this ease of picking is combined a considerable degree of storm resistance and the ability to maintain relatively high grades under unfavorable weather conditions.

PREMIUM STAPLE—The majority of American Cotton Mills want cotton stapling between 1" and 1 1/8" of superior fiber quality and our Coker 100 Wilt cotton has been bred to meet this need. The thousands of fiber and spinning tests which we have conducted on our breeding material of Coker 100 Wilt cotton during the past seven years has resulted in significant improvement in

fiber strength and spinning value with the promise of greater improvement to come.

WILT RESISTANT—Fusarium wilt now affects many thousands of acres in all of the principal cotton states east of New Mexico, and is spreading over new areas each year. This makes the planting of wilt resistant varieties of increasing importance and fortunately, we now have a wilt resistant variety of such good production and spinning properties that many farmers are desirous of growing it regardless of whether or not their fields are affected by wilt. Here at Hartsville, where cotton has been grown on some of our lands almost continuously for 100 years, we are fortunate in having soils heavily infested with Fusarium wilt and other diseases, which gives us almost ideal conditions for breeding for wilt resistance.

WIDELY ADAPTED—Since Coker 100 Wilt cotton was first introduced seven years ago—in the spring of 1942—it has grown in popularity until now more than one out of ten acres of the American cotton crop is planted to this variety. Reports on its splendid performance have been received from such widely separated areas as southern Virginia, Florida, Rio Grande Valley of Texas, Missouri and Tennessee. To make such a record a cotton has to be good.

DESCRIPTION

PLANT—Erect, semi-determinate in type. Vigorous with more erect, well spaced fruiting branches.

FOLIAGE—Thin, with deeply lobed, medium sized leaves.

SEASON—Very early.

3. The early season view taken in our wilt breeding test plots shows vigorous, healthy row of Coker 100 Wilt on left, while center and right hand rows of non-resistant cotton are badly wilted. Photo on right taken when cotton was mature shows severe wilting of check row on left, disease resistance and production of Coker 100 Wilt on right.

BOLLS—Round ovate, slightly pointed, 70 to 72 to pound, open extremely wide and fluff beautifully, yet storm resistant.
"LINT LENGTH"—1 1/2" to 1 3/4" or longer, under good conditions.
"LINT PER CENT"—37% to 39%.
CHARACTER—Excellent, uniform, strong.
PRODUCTION—High.
WILT RESISTANCE—High resistance to Fusarium and tolerant, though not resistant, to Verticillium.
PICKING QUALITY—The best. Has proven to be especially well suited for mechanical harvesting as well as hand picking.

"This description is written to cover the expected performance of Coker 100 Wilt cotton under average conditions throughout the cotton belt. When planted on fertile soils, such as those of the Mississippi River Valley, this cotton normally produces a longer staple and slightly lower turnout."

PRICES—\$14.50 per 100-lb bag, \$255 per ton, F.O.B. Hartsville, S. C.; Memphis, Tenn.; Hopson Spur, Clarkdale, Miss.; or Leachville, Ark. See your nearest Coker Distributor or mail your order direct.

ALL SEED RE-GINNED AND TREATED

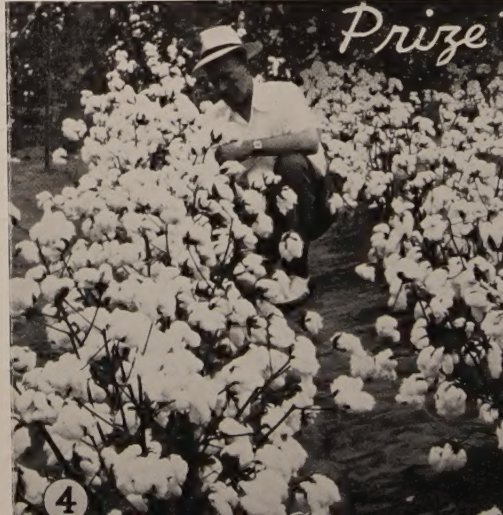
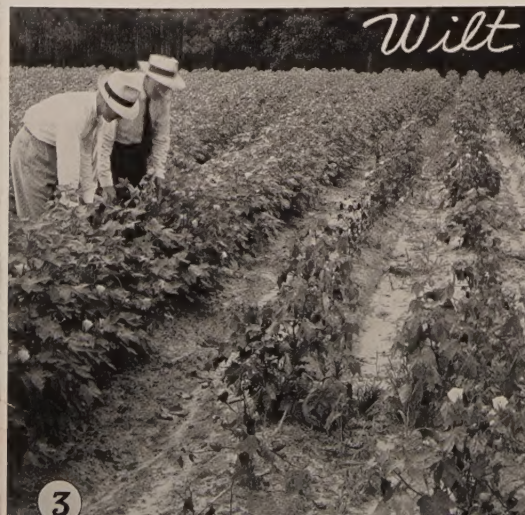
IMPORTANT NOTE

Our Coker 100 Wilt Resistant cotton has been bred to produce maximum yields on soils affected by Fusarium wilt, and it has some tolerance for Verticillium wilt. However, due to the development of apparently new races of wilt, complicated by adverse seasonal conditions, improper fertilization and the presence in many instances of nematodes, no conscientious breeder can guarantee any wilt resistant cotton to survive 100% on all wilt infested soils.

EFFECT OF GROWING CONDITIONS

Our descriptions are based on the actual records that our varieties have produced in our tests, and they will show the same characteristics elsewhere under the same conditions. Drought or POOR CONDITIONS will result in a reduced yield and poorer quality—no matter what variety is planted.

Premium Staple



COKER'S PEDIGREED SEED COMPANY

DAVID R. COKER (1870-1938) FOUNDER



HARTSVILLE, S.C.

March 1949

TO OUR FRIENDS AND CUSTOMERS:

This folder gives the record of our Coker 100 Wilt Resistant cotton in State Cotton Growing Contests. Prize money in the Contests has been awarded on the basis of high yield and premium staple.

Remember that these tests were conducted by the farmers themselves under the supervision of the Agricultural Extension Service of the states where the Contests were held. They represent hundreds of 5-acre field demonstrations in which thousands of acres of cotton were planted; all types of soil, growing and weather conditions, and planters both large and small.

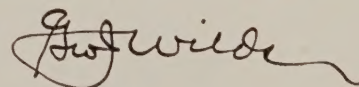
We know of no fairer or more comprehensive tests which could be run to prove the true worth of a cotton variety or its ability to produce prize winning yields under varying conditions.

We ask you to look at the record and use the enclosed order blank to place your order for seed through your nearest Coker Distributor or mail it in direct to us.

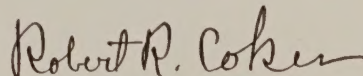
We wish you the best of luck and a winning yield in 1949.

Yours very truly,

COKER'S PEDIGREED SEED COMPANY



President



Vice-President

COKER'S PEDIGREED SEED CO.

The South's Foremost Seed Breeders



HARTSVILLE, S. C.

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